



SHRI VILE PARLE KELAVANI MANDAL
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B.A.F.



PARIS



In a land of peace, we lived in a world of tranquillity and security. Life can be so rewarding when you know you have your loved ones around to share that sanctity of harmony, love and concord. Until one fine day, none of it remains.

You walk through the streets alone where the only thing that crosses your path are corpses and the grotesque sight of blood. You know that day that your world has been changed forever - that you are damaged and amputated in more than one way even though there is no sustaining physical wound. There won't be your love holding you in your arms anymore, nor will there be the sound of children laughing. There won't be friends and neighbours having your back, neither will your parents be inviting you over for dinner anymore to check upon their fawn. All there will remain are their shadows. In that moment, you know that there was no world of peace, just a bloodbath of war and violence. There wasn't any security; it never existed, till we concocted ourselves a bubble of safety from the rubble of fear.

There were several Parisians who lived under the same blanket of security until it was ruthlessly stolen away from them. But it just wasn't Paris's loss that day. I was the loss of seven billion people who kept fighting against the offenders to keep humanity alive, a war we still wage each day so that we can live in a life of peace and not simply fantasize about it.

This isn't Paris's fight alone. And our prayers are going to remain with them always.

By Rashidha Kathawalla

Social Media

“Marketers often emphasise the effectiveness of social networks in the brand building process. But does this widely accepted claim stand up to scrutiny? ”

Until recently, any discussion about the power of social media has involved lyrical hyperbole and a lot of big numbers. “Just think”, the marketing mavens have urged us, “of the millions of potential customers your firm could target this way! For free! ”. Given the impressive reach of many social networks – Facebook alone claims to have more users (1.44 billion) than the population of China – there is good reason to believe that they can be used as an effective tool to connect with consumers. But can they really help companies to build their brands? Let’s start with the benefits:

- **Their headline usage figures are impressive:** According to one IBM study, 85 per cent of users say that social networks help them decide what to purchase. Research by eMarketer has revealed that nearly one-third of consumers are purchasing directly on social media platforms. And a survey by J D Power and Associates has found that two-thirds of consumers have used a company’s social media site for servicing a purchase.
- **They are versatile:** Many companies use social media for niche branding work, such as dealing with complaints. A 2012 survey found that 65 per cent of consumers who had used social media to complain to a company believed that this approach was more satisfactory than phoning a call centre.
- **They are cheap:** A single advertising slot on television can cost a fortune. That amount can keep a social media campaign ticking over for two years. The return on investment may be less certain, but campaigns that strike a chord with their audience can go viral.

Despite these advantages, there are three crucial caveats to consider:

Engagement levels remain low: On Twitter a click through rate of 0.5 per cent is considered fantastic. So, even if you have amassed 100,000 followers, that means you would get 500 hits per tweet.

The risks are considerable: The internet is a vicious place, plagued by trolls, so any campaign mounted on a social network is on danger of being mocked, traduced and/or hijacked.

The user numbers are unreliable: Most working adults are too busy to spend a lot of time on social media. The headline subscriber numbers are no guide to the number of regular, active users who rely on social media daily.

“Suddenly it’s not only lone sceptics who are doubting the power of social networks to build a brand. Some of their most ardent evangelists are rethinking their positions.”

The truth lies somewhere in between, but social media can indeed help to build a brand. For proof consider the effect of a single opportunistic tweet on behalf of US biscuit manufacturer Oreo.

When a stadium power cut during the 2013 super bowl halted the American footballing action for about half an hour, the company’s digital marketing agency quickly tweeted a picture of an Oreo cookie on a black background with the caption “You can still dunk in the dark”. That generated 15,000 retweets and 20,000 likes on Facebook. The message was also reposted by the Digg news aggregator service on Tumblr, with the comment “Oreo won the Super Bowl blackout”.

Fun facts –

National Populations versus Social Media user communities:

- Facebook – 1.44 billion
- China – 1.36 billion
- India – 1.25 billion
- WhatsApp – 800 million
- LinkedIn – 364 million
- USA – 320 million
- Twitter – 302 million
- Instagram – 200 million
- Snapchat – 200 million

ABDUL KALAM: THE PRESIDENT WHO NEVER STOPPED BEING AN AAM AADMI

As soon as the news of Kalam's death hit us, as expected, Facebook and Twitter were flooded with RIP messages. However, this wave of mourning was strikingly different from the usual waves of RIP updates that course through social media when a famous personality dies. These RIP messages were accompanied by anecdotes - some personal, some second-hand, some remembered from books and speeches. These were real stories, not just Googled quotes.

Kalam, who began his career as a scientist at the Defence Research and Development Organisation (DRDO), was truly an *aam aadmi* icon, much before *aam aadmi* became a vote-bait. We have had leaders who used the history of their humble beginnings as political tools - to lure voters, to accuse the opposition of nursing biases, to suggest that the *aam aadmi* too can aim for the kind of power they have amassed.

A chaiwallah's son, an ordinary government servant, a woman in floaters - our country has romanticised the origins of our politicians with obsessive zeal as the 'success stories' of the *aam* Indian in our democracy. However, that infatuation with the ascent of the *aam aadmi* in India's political leadership, misses one crucial point. Does the *aam aadmi* leave those *aam* qualities well behind as they climb up to the top? And the unspoken fact that the success of these figures has not made politics feel less intimidating to the truly ordinary Indian citizen.

IMPORTANCE OF WRITING

The world's din fell over deaf ears,
The noises around me fading away like some fears,
The pen passed through my fingers in a friendly touch,
Forming words on the paper before I could fathom much.

My mind floated through the other world alert,
The destinies of several people at the helm of my skirt,
I embarked on the journey that taught me how to live and
survive,
Exploring emotions that set me free and made me feel
alive.

I jerked back to reality like the pop of a bubble,
My soul basking in peace and glory double,
I finally saw through the mist the person I was,
The impression carved on paper defining who I was.

I had finally let myself bleed words in ink,
Having explored my way through it all in a blink,
Shutting the book, my lips twitched into a smile,
Knowing in that moment my life had become worthwhile.

By Rashidha Kathawalla

GOODS AND SERVICE TAX

What is the GST? GST or the Goods and Services Tax is an indirect tax that brings together most of the taxes that are imposed on all goods and services (except a few) under a single banner. This is in contrast to the current system, where taxes are levied separately on goods and services. The GST, however, is a comprehensive form of tax based on a uniform rate of tax for both goods and services. However, the GST is payable only at the final point of consumption.

Prime Minister Narendra Modi on Friday reached out to Congress chairperson Sonia Gandhi and former prime minister Manmohan Singh in an attempt to bring them on a common platform to ensure the passage of the goods & services tax (GST) bill. The government plans to roll out GST from April 1, 2016, which could boost India's GDP by 100-200 bps, said experts. For that, the government needs Parliament approval during the ongoing winter session.

IVYCAMP AND IIT BOMBAY PARTNER TO MENTOR, FUND STARTUPS

CHENNAI: IvyCamp Ventures arm IvyCamp has tied up with IIT Bombay's business incubator -- Society for Innovation and Entrepreneurship -- for mentorship and funding ventures from the western region.

The collaboration will organise joint workshops for over 2,000 start-ups from Mumbai in 2016.

Identified ventures will also be provided funds from a corpus of Rs 60 crore by IvyCap Ventures. IvyCamp will connect industry participants to students and entrepreneurs to provide guidance on formulating and strengthening business models.

Corruption- The Biggest Evil in our Society

Corruption is one of the deadly, undesirable and wicked sins that has been imposed on the innocent man by some hungry looking monsters. It is omnipresent, almost like a distorted, antithetical version of God for the present times. It doesn't sound euphonious when we hear that it has not only led to the malfunctioning of the administrative system and poor law and order, but also some serious causes like poverty and redtapism, which has led to the society's disability. It has distorted all values and made mincemeat of morality, truth and virtue. It has entered into every single aspect of our lives becoming all-pervasive just similar to the air we breathe. It is growing massively in huge proportions and there is barely any sphere of social, political, economic and even religious activity that is free from graft, fraud and corruption of some kind. It is now regarded as a fact of life and an evil which is inseparable with which we have to live with throughout.

It happens as much as in the daylight, as it is done behind the closed doors. It is under every stone we turn and every door we open. Thus, it is this "corruption" that can be considered as a deadly sin in our society and it is a shame that we are being evasive and denying this fact by considering it as a habit and a part of our lives.